

## **ABSTRACT**

A method and system are described for providing a streamlined method for using, for example, streaming media samples to promote and sell music, videos and related merchandise on the Internet in response to searches for entertainment related information. When a consumer enters an Internet search query that includes a Media Keyword, a corresponding media sample or sample set is identified for the consumer to select to receive as a stream or download onto the Consumer Device, along with search results pertaining to the requested information and purchasing options. The media sample or sample set is provided as a link in a web page containing search results generated for the consumer. The media sample link may be indicated on the web page as a preferred, personalized or sponsored search result.

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